

Message Text

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ACTION COME-00

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NSAE-00 PA-03 RSC-01 SIL-01 USIA-15 PRS-01 SCI-06

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R 031457Z OCT 73

FM AMEMBASSY STOCKHOLM

TO SECSTATE WASHDC 811

INFO AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY OSLO

UNCLAS STOCKHOLM 3529

E.O. 11652 N/A

TAGS: BEXP SW

SUBJECT: FY-74 COMMERCIAL OBJECTIVES

REF: STATE'S 128396; EMBASSY'S 2407

1. COMMERCIAL OBJECTIVES: WE HAVE REVISED COMMERCIAL OBJECTIVES PROGRAM TO MEET REQUESTS OF WASHINGTON AGENCIES. PLEASE NOTE THAT COMMERCIAL OBJECTIVES ARE STATED ESSENTIALLY IN TERMS OF SUPPORT FOR PROGRAM OF U.S. TRADE CENTER FOR SCANDINAVIA. TRADE CENTER OPERATES WITHIN FULLY-INTEGRATED ECONOMIC/COMMERCIAL SECTION OF EMBASSY AND COMMERCIAL UNIT IS PHYSICALLY LOCATED AT TRADE CENTER.

A. OBJECTIVE ONE: DEFEND AND WHENEVER POSSIBLE INCREASE OUR MARKET SHARE FOR ELECTRONIC DATA PROCESSING EQUIPMENT. ACTION ONE: PROVIDE CONTINUOUS UPDATING OF DECEMBER 1972 MARKET RESEARCH IN THIS AREA TO KEEP CURRENT THE IDENTIFICATION OF MOST SALEABLE ITEMS AND TO IDENTIFY NEW PRODUCT CATEGORIES SUCH AS POCKET CALCULATORS SUITABLE FOR COMMERCIAL EXPLOITATION. ACTION TWO: SUPPLY STRONG SUPPORT FOR TRADE CENTER EXHIBITION OF EDP EQUIPMENT SCHEDULED MARCH 1975, ESPECIALLY IN AGENT FINDING CAMPAIGN AND END USER IDENTIFICATION. ACTION THREE: CONTINUE TO EXPAND
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OUR DIRECT CONTACT WITH AGENTS, END USERS, AND GOVERNMENT

OFFICIALS. CULTIVATE THESE CONTACTS THROUGH PERSONAL CALLS, COMMERCIAL NEWSLETTER, INVITATIONS TO EXHIBITIONS AND RECEPTIONS. ACTION FOUR: STAY ALERT FOR ANY DISCRIMINATORY BUYING PRACTICES BY GOVERNMENT AGENCIES AND SEEK TO ALTER SUCH PRACTICES IF THEY OCCUR.

B. OBJECTIVE TWO: INCREASE OUR MARKET SHARE IN RAPIDLY EXPANDING POLLUTION DETECTION AND CONTROL AREA WITH SPECIAL EMPHASIS ON GROWING SWEDISH MARKET FOR HEAT, NOISE, WATER AND VIBRATION MEASUREMENT AND CONTROL EQUIPMENT. ACTION ONE: UPDATE EXISTING RESEARCH AND CONDUCT DESK STUDIES IN SELECTED AREAS OF THIS FIELD. ACTION TWO: SUPPLY STRONG SUPPORT FOR TRADE CENTER'S "ENVIRONMENT" EXHIBITION SCHEDULED FOR DECEMBER 1974, ESPECIALLY THE RELATED CAMPAIGN TO FIND AGENTS AND IDENTIFY END USERS. ACTION THREE: CONTINUE TO PROMOTE EXPO 74, INTERNATIONAL EXPOSITION ON THE ENVIRONMENT, SPOKANE, WASHINGTON THROUGH PERSONAL CONTACT, THE COMMERCIAL NEWSLETTER, TRADE CENTER NOTICES AND PRESS CONFERENCES. ACTION FOUR: PREPARE SPECIAL LIST OF POTENTIAL AGENTS AND MOST SIGNIFICANT END USERS IN THIS RELATIVELY NEW FIELD. ACTION FIVE: DEVOTE SPECIAL ATTENTION TO SEEKING OUT AGENTS AND ENCOURAGING BETWEEN-SHOW PROMOTIONS OF CONTROL AND DETECTION EQUIPMENT.

C. OBJECTIVE THREE: INCREASE OUR MARKET SHARE OF CONSUMER GOODS. THE HIGH LEVEL OF DISPOSABLE INCOME IN SWEDEN AND RECENT DOLLAR DEVALUATIONS COMBINE TO ENHANCE THE POTENTIAL FOR SIGNIFICANT INCREMENTAL EXPORTS IN THIS AREA. ACTION ONE: CONDUCT PRODUCT THEME DEVELOPMENT SURVEY AND/OR DESK STUDY ON HIGH TECHNOLOGY CONSUMER GOODS SUCH AS HOME CALCULATORS AND DO-IT-YOURSELF AUTOMOTIVE DIAGNOSTIC AND REPAIR INSTRUMENTATION AND EQUIPMENT. ACTION TWO. CONTINUE TO DEVOTE SPECIAL ATTENTION TO ENCOURAGING BETWEEN SHOW PROMOTIONS OF CONSUMER GOODS. ACTION THREE: MAINTAIN AND IMPROVE RELATIONS AND CONTINGENCY PLANS WITH MAJOR RETAILERS FOR IN-STORE PROMOTIONS SHOULD FUNDS BECOME AVAILABLE. ACTION FOUR: SUPPLY STRONG SUPPORT TO TRADE CENTER EXHIBITION "LEISURE TIME ACTIVITIES" SCHEDULED FOR MAY 1975, ESPECIALLY IN FINDING AGENTS AND IDENTIFYING END USERS. ACTION FIVE: EXPAND SUPPORT OF PROMOTION OF LOW TECHNOLOGY CONSUMER GOODS INCLUDING U.S. TEXTILE AND CLOTHING PRODUCTS IN CLEARLY IDENTIFIED CATEGORIES THROUGH AGENCY TOP REPORTS.

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D. OBJECTIVE FOUR: FURTHER DEVELOP MARKET FOR AMERICAN INSTRUMENTATION INCLUDING: SCIENTIFIC, LABORATORY, BIO-MEDICAL, PHYSICAL AND CHEMICAL MEASURING, INDUSTRIAL AND PROCESS CONTROL--ALL OF WHICH HAVE EXCELLENT IMAGE AND REPUTATION IN SWEDEN AND NORDIC COUNTRIES. ACTION ONE: FULLY SUPPORT EXHIBITION OF PHYSICAL AND CHEMICAL MEASUREMENT INSTRUMENTS AT STC IN MARCH 1974; ACTION TWO: FULLY SUPPORT STC EXHIBITION OF BIO-MEDICAL INSTRU-

MENTS AND EQUIPMENT TO BE HELD IN APRIL 1974 (ACTIONS ONE AND TWO PARTICULARLY IMPORTANT FOR NEW TO EXPORT AND NEW TO MARKET FIRMS); ACTION THREE: ENGAGE FULL COMPLIMENT OF FOLLOW-ON BETWEEN SHOW PROMOTIONS (BSPPS) FOR AGENTS APPOINTED THROUGH EXHIBITS IN ACTIONS ONE AND TWO. ACTION FOUR: EXPAND EXTREMELY SUCCESSFUL MULTI-COMPANY BSP PROGRAM FOR ENTIRE RANGE OF INSTRUMENTS INCLUDING OTM AND NTM FIRMS FOR MAXIMUM EXPOSURE UNDER THE INDUSTRY LEADERS PROGRAM. ACTION FIVE: FURTHER EXPLOIT UNIQUE SWEDISH AND NORDIC MARKET MULTI-ACCOUNT AGENT IN BSP PROGRAM IN ENTIRE INSTRUMENT FIELD.

E. OBJECTIVE FIVE: CONTINUE RAPID INCREASE IN NUMBER AND QUALITY OF TRADE OPPORTUNITIES: ACTION ONE: FOLLOW UP ON LEADS DEVELOPED IN SEARCH FOR AGENTS. ACTION TWO: CHANNEL INQUIRES FROM COMMERCIAL LIBRARY THROUGH T.O. PERSONNEL FOR POSSIBLE DEVELOPMENT OF NEW LEADS. ACTION THREE: INCLUDE QUESTIONS ON IMMEDIATE EQUIPMENT NEEDS IN ALL DESK STUDY INTERVIEWS AND QUESTIONNAIRES. ENCOURAGE RESEARCH CONTRACTORS TO DO THE SAME. ACTION FOUR: CLOSELY FOLLOW AND PROMPTLY REPORT ON PUBLIC AND PRIVATE SECTOR CONSTRUCTION PROJECTS BEGINNING AT EARLIEST PLANNING STAGES.

2. RESOURCE REALLOCATION: ACTION ONE: FREE FSL STAFF TIME AT THIS POST BY HAVING CONTRACTOR ASSUME RESPONSIBILITY FOR PRINTING COMMERCIAL NEWSLETTER; ACTION TWO: EXPAND MARKET OPPORTUNITY ALERT REPORTING OF COMMERCIAL SECTION BY A BURDEN-SHARING SHIFT OF CERTAIN ROUTINE FUNCTIONS TO CONTRACTORS AS BY BUYING TIME AT LOCAL EDP DATA CENTER FOR (A) SIC-CODING POST'S AGENCY INDEX; (B) CROSS REFERENCING WTDRS TO AGENCY INDEX SIC-CODE; AND (C) INCORPORATING OUTPUT INTO EXPANDED LIST FINDING FOR END USERS AND AGENTS:REPS FOR TRACE CENTERS, EXHIBITIONS AND OTHER EVENTS (ACTIONS ONE AND TWO INCLUDED IN POST'S COMMERCIAL BUDGET); ACTION THREE: TO EXTENT FEASIBLE SHIFT CERTAIN INPUTS FOR UNCLASSIFIED

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COMMERCIAL NEWSLETTER PREPARATION AND AGENCY FINDING FOR TRADE CENTER EXHIBITIONS TO MARKET PROMOTION CONTRACTOR WITHIN PRESENT FEE STRUCTURE THUS FURTHER FREEING COMMERCIAL STAFF TIME FOR BLUE-RIBBON CALLS, TOP GENERATION AND MARKET AND STATE OF THE ART ALERT REPORTING.

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